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FOOD INFORMATION CALENDAR

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SECRETARY WICKARD and three other Department officials addressed the 58th annual convention of the Association of Land Grant Colleges and Universities held in Chicago last week. The Secretary talked about Agriculture's Part in reconstruction; J. B. Hutson, WFA's Director of Production talked about the Need for Continued High Agricultural Production in the United States; Eric Englund, Chief of the Regional Investigations Branch in OFAR talked about the Probable European Food Situation Immediately After the War; and H. R. Tolley, Chief of BAE talked about Probable Trends in American Food Production After the War. Copies of these addresses may be obtained upon request to the USDA Office of Information.

WHAT INFLATION WAS LIKE TO FARMERS IN THE LAST WAR will be the subject of OPA's regular Thursday evening broadcast at 7:45 p.m. EWT, November 2. N. E. Dodd, Chief of AAA, will be the guest speaker with Price Administrator Chester Bowles. They will compare the stable position of the farmers in this war to that in the last war and will discuss the need for continuing price controls after Germany's fall.

The NATIONAL FARM AND HOME HOUR for November 4, will feature a round-up of 4-H Club activities across the nation. This special broadcast coincides with the opening of National 4-H Club Achievement Week and will feature pick-ups from Chicago, New York, and Washington. 4-H'ers from Coventry, Connecticut (Nathan Hale's birthplace); Gregory county, South Dakota; and Napa county, California, will participate. M. L. Wilson, Director of Agricultural Extension work for USDA will close the broadcast from Washington. Al Bond of the Department's Radio Service will be Master of Ceremonies. Ruth Van Deman, regular Farm and Home Hour favorite will appear on the program with 6 minutes of the latest news and information for homemakers.

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CONSUMER TIME'S NOVEMBER 4 RADIO SHOW will be directed at war workers, returned veterans, and others who think they would like to take up farming at the first opportunity. Practical advice will be given on how to start farming, how much money you can expect to make, etc. Copies of the pamphlet "Shall I Be a Farmer?" will be offered to listeners.

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AG RELEASES OF SPECIAL INTEREST. . . . Victory Garden program for 1945--3414; Five-year post-war rural electrification program proposed--3418; Wage ceilings set for harvesting of Florida citrus dropped by storm--3431; Farming After the War (a talk by Secretary Wickard at meeting of Wisconsin Farmer's Union at Chippewa Falls, Oct. 25)--3442; Farmers organized to advise veterans on farming--3443; WFA to adjust milk conservation quotas--3455; WFA September food sales total $1,706,924--3458.

OTHER AGRICULTURAL RELEASES. . . . Maximum prices now in effect for country cane syrup will apply to 1945 production--OPA-T-2691; Last of non-serially numbered off-high way gasoline coupons expire October 31--OPA-

4889; Producers' ceilings on five varieties of rough rice increased--OPA-4921; Agricultural containers regulation amended to cover farmers' co-ops, etc.--OPA-4913; Record keeping provision of the legume and grass seed regulation strengthened--OPA-4924.

The GROCER-CONSUMER ANTI-INFLATION CAMPAIGN is getting support from many national organizations. The October issue of the General Federation Clubwoman, published by the General Federation of Women's Clubs, carried an extensive story on the campaign urging participation by local groups. The October issue of the Consumer Education Service, published by the American Home Economics Association, devoted considerable space to the campaign. The National Convention of the National Council of Catholic Women, held in Toledo, Ohio, October 21-25, had an exhibit featuring the campaign, and material on it was distributed to the delegates. The Kiwanis International is sending a leaflet to each of its local clubs. The Optimist Club will urge cooperation in their November bulletin and the Junior Chamber of Commerce in their December bulletin.

This definite interest, coming so early in the campaign, points to widespread consumer participation in the weeks ahead. Many other organizations have indicated their support and areurging local groups to join in local campaigns sponsored by OPA Community Service Panels, of War Price and Rationing Boards.

A booklet, Community Campaign Suggestions for Community Service Panels, is being distributed to all Community Service Panels which contains detailed suggestions for schools as well as civic, labor, and other organizations in the campaign. An important feature of this kit is the Anti-Inflation Grocery List, a suggested form to be used by housewives in checking and reporting food prices.

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WHAT THE NATIONAL MAGAZINES ARE USING. . . . Here is a partial round-up of articles on food and agriculture that were published in national magazines during September. Some of these were prepared or initiated by OWI or the Department:

Saving Our Soil, in Sept. 30 Prairie Farmer; Farmers Give Greatest Harvest, in Sept. 25 Life Magazine; Postwar Food Surplus Looms, in Sept. 25 Barron's; The Land Boom is Here, in Successful Farming; Dairying Tomorrow, in Capper's Farmer; What Will the Harvest Be?, in Country Gentleman; A Time for Onions, in Sept. 17 N. Y. Times Magazine; The Global Granary, in American Cookery; Food for Workers, in Survey Graphic; Lunch for School Children, in Sept. 3 This Week Magazine; Beware of the Lunch that Lets You Down, in McCall's; Beyond Nutrition, in Extension Service Review; The Food Your Children Need, in Sept. 10 American Weekly; Processing, Preserving, and Improving the Food We Eat, in Hygeia.

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"FARMERS IN THE WAR". . . . This is the title of a little booklet of charts, and figures issued recently by OPA designed to show how farmers have fared during this war as compared to World War I, and how they fared in relation to other groups. Here are timely data for the fight against inflation. Plans are under way to make copies available to field staffs of USDA agencies. In the meantime you may want to write to the nearest OPA Regional Agricultural Advisor for a notification copy. The names and addresses of these advisors are:

H. H. Varney, Region III, 3rd Floor, Union Commerce Bldg., Cleveland 1, Ohio
Edgar C. Young, Region IV, Candler Bldg., Peachtree St., Atlanta 3, Georgia
John H. Kaney, Region V, 1000 Main St., Dallas 2, Texas
Garritt E. Roelofs, Region VI, 226 West Jackson Blvd., Chicago 6, Ill.
Wilmer J. McMillin, Region VII, 506 Kittredge Bldg., Denver 2, Colorado.
V. F. Livesay, Region VIII, 1355 Market St., San Francisco 3, California

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WORK ON THE FARM LABOR MOVIE is progressing. Photography will be completed this week after which laboratory work of putting scenes, script, and music together will begin.

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